

## Keynote Presenter Monday, August 7, 2006 – 3:00 P.M.



Sanyika Calloway Boyce is a former debt strapped college student who graduated from Norfolk State University in 1994 with honors and \$15,000 in unsecured debt.

Frustrated with the lack of practical financial information for 20-somethings and shut out of her career of choice due to poor credit management, Sanyika turned frustration into action.

In 1997, Sanyika founded SCB Enterprise with a mission to educate consumers about credit and its positive as well as potentially negative effects on their everyday lives. She wrote a series of guides titled "Simple Credit Basics" with the goal of providing consumers with a variety of useful and easy-to-follow tips to improve their credit standing.

Since then, Sanyika has expanded her reach with seminars, workshops, and information products. This "Do-It-Herself" debt eliminator has a universal and ageless message that helps individuals understand money, credit and debt, while avoiding landmines that are often not apparent until they've caused irreversible damage.

Through real-life experiences, Sanyika has a clear understanding of the principles of basic finance, and possesses the ability to clearly communicate and relate topics regarding money, credit and debt with proven tips and techniques. Sanyika puts audiences at ease and facilitates effective learning experiences through interactive workshops that audiences enjoy.

Traveling nationwide to share her unique and timely message of financial literacy, Sanyika has worked with public school administrators, colleges, universities, youth groups, socially conscious associations, corporations and non-profit organizations.

The [Jump\\$tart Coalition](#) for Personal Financial Literacy determined that the average student who graduates from high school lacks basic skills in the management of personal financial affairs.

With such disturbing levels of financial illiteracy, Sanyika believes that promoting financial literacy is the responsibility of every individual, parent, employee, employer, decision maker, teen, college student and working adult.

Sanyika shows audiences that "Financial Fitness Can Be Yours" regardless of the past or your current circumstances.